



CCM Data & Business
Intelligence

Overview and Trends of the Feed Probiotics Market in China

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Researched & Prepared by:

Kcomber Inc.

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1. Introduction

Research scope and targets

Target: This study aims to analyse the general situation and development trend of China's feed probiotics market and to sort out the interview records of feed production, livestock and poultry farming in China.

Region: China

Time scope: 2013–Oct. 2017

Methodology

The report is formulated by methods as follows:

1. Desk research

The sources of desk research are various, including published magazines, journals, government statistics, industrial statistics, seminars as well as information from the internet. A lot of work has gone into the compilation and analysis of the obtained information. When necessary, checks have been made with Chinese suppliers regarding production information.

2. Site interview

CCM has carried out extensive telephone interviews in order to survey the actual use situation of feed probiotics in China.

Interviewees cover the following:

- Key producers
- Key traders
- Experts

Data processing and presentation

The data collected and compiled are sourced from:

- CCM's database
- Published articles from periodicals, magazines and journals
- Statistics from governments and international institutes
- Telephone interviews with domestic producers, service suppliers, governments, etc.
- Third-party data providers
- Comments from industrial experts
- Professional databases from other sources Information from the internet

The data from various sources have been combined and cross-checked to make this report as precise and scientific as possible. Throughout the process, a series of internal discussions took place in order to analyse the data and draw conclusions from them.

3. Executive summary

As people are paying more and more attention to food safety, feed probiotics have been XXX because they are XXX, and may XXX.

According to the interview with insiders in feed probiotics market in China, though feed probiotics XXX, there are XXX such as XXX, which have XXX the development of feed probiotics.

With the XXX, China's feed industry is XXX; especially the prospect of feed probiotics industry is XXX. Due to comprehensive factors, the feed probiotics industry in China will develop XXX in the next few years.

4. What's in this report?

Note: Key data/information in this sample page is hidden, while in the report it is not.

1 Overview of feed probiotics in China

In recent years, the domestic supply of feed probiotics has basically met the demand from downstream industries. Only a small quantity of feed probiotics is imported, accounting for about XXX % of the total supply by volume. This is mainly attributed to the easy access to the feed probiotics industry, for low investment and production cost, and easily accessible approval from the government.

2 Views of insiders in feed probiotics market in China

During 5 Jan.–24 March, 2017, site visits and interviews were conducted to the following ten companies engaged in feed production, livestock or poultry farming by CCM, accompanied by two experts from CCM's clients.

- DaChan Food (Asia) Limited (DaChan Food)
- Shanxi Pingyao Longhai Industrial Co., Ltd. (Shanxi Longhai)
- Jiangsu Lihua Animal Husbandry Stock Co., Ltd. (Jiangsu Lihua)
- Shandong Xiantan Co., Ltd. (Shandong Xiantan)
- Shandong Highmade Group Co., Ltd. (Shandong Highmade)
- Guangxi Dafuhua Husbandry Feed Co., Ltd. (Guangxi Dafuhua)
- Guangxi Yinnong Animal Husbandry Group Co., Ltd. (Guangxi Yinnong)
- Guangxi Xintiandi Agriculture & Animal Husbandry Group Co., Ltd. (Guangxi Xintiandi)
- Guangxi Chunmao Agriculture & Animal Husbandry Group Co., Ltd (Guangxi Chunmao)
- Guangdong Shunde Guangshun Feed Co., Ltd. (Guangshun Feed)

2.1 Interview Record with DaChan Food (Asia) Limited

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2.2 Interview Record with Shanxi Pingyao Longhai Industrial Co., Ltd

Table 2.2-1 Interview Record with Shanxi Pingyao Longhai Industrial Co., Ltd.

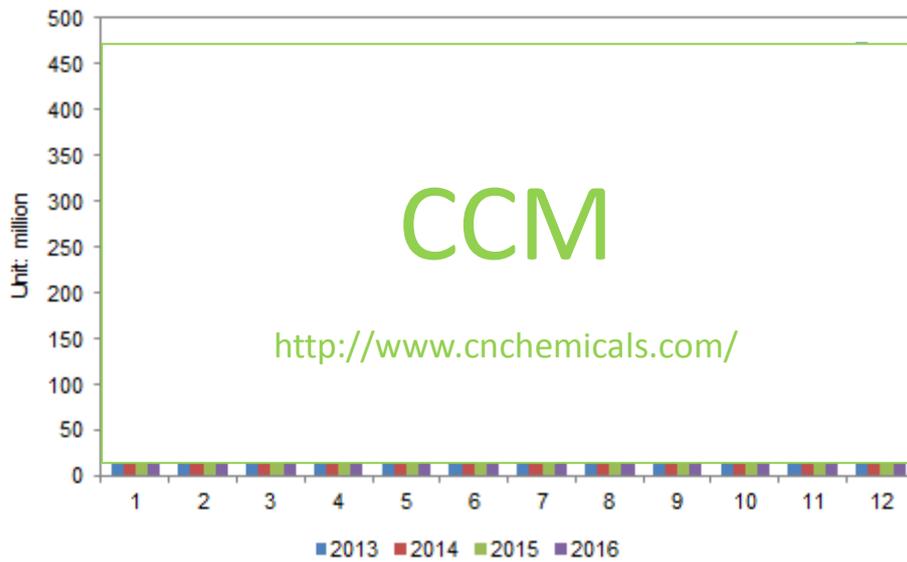
Company Name	Shanxi Pingyao Longhai Industrial Co., Ltd. (Shanxi Longhai)	
Company Address	XXX	
Interviewee	XXX	
Phone No.	XXX	
Interview date	6 Jan., 2017	
Aspect	Questions	Replies from Interviewee(s)
Production and sales introduction	Will you please make a brief introduction to the size of your livestock and poultry farming, as well as feed business?	XXX
Topic 1:C. Perfringens/Necrotic enteritis/Feed passage/Coccidiosis	What are your main ways for your company to control these intestinal problems?	XXX
	Your company's solution and cost of chicken necrotizing enteritis? Every year because of this disease caused much loss of business?	XXX
	Are you affected by coccidiosis during your poultry farming?	XXX
Topic 2:Impact of antibiotics & antibiotics-free broiler farming	What is the current rate of antibiotics-free? If there is no beginning, what plans are there in the future?	XXX
Topic 3: Probiotics	What are the key criteria in choosing probiotics?	XXX
Topic 4:Probiotics procurement	Can you introduce the decision making procedure for the use of probiotics in your company?	XXX

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4 Feed probiotics trend in China

On 18 May, 2015, China introduced a regulation on livestock and poultry farming, announcing that XXX, and it was expected to be accomplished at the end of 2017. Pig feed has taken up XXX of the total feed in China, accounting for XXX % of the total in 2016. The implement of this regulation will result in XXX.

Figure 4-2 Live pigs in farm in China, 2013–2016



Source: Ministry of Agriculture of the People's Republic of China

If you want more information, please feel free to contact us.

Tel: +86-20-37616606 Fax: +86-20-37616968

Email: econtact@cnchemicals.com